



# CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMISSIONER

## MINUTES 7-16-08

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, July 16, 2008**.

### Members Present:

E	Steve Rosansky, Chairman	x	John Hyatt
E	Keith Curry, Council Member	x	Lloyd Ikerd
x	Mike Henn, Council Member	x	Brion Jeannette
x	Robert Hawkins, Planning Commissioner	x	Debra Legan
x	Mike McNamara, Vice Chairman	x	Richard Luehrs
A	Fred Ameri	x	Scott Palmer
x	Craig Batley	x	John Robinson
x	Seymour Beek	x	Gregg Schwenk
x	Gary DiSano	x	Gary Sherwin
x	Jim Donnell	E	Gay Wassall-Kelly
x	Kenneth Drellishak	x	Danielle Sim
x	Sheri Drewry		<b><i>Vacant</i></b>
x	Jennifer Gonzalez		

### Staff Representatives:

x	Sharon Wood, Assistant City Manager	x	Dave Webb, Public Works Deputy Director
x	Leigh DeSantis, Economic Development Administrator	x	Brad Sommers, Associate Civil Engineer
x	Katie Bowden, Economic Development Coordinator		

### Guests Present:

Roy Freeman, resident	
Jessica Quadra, NB Chamber of Commerce	

### Roll Call and Introductions:

Vice Chairman McNamara called the meeting to order at 8:03 AM, and requested introductions of the

assembled members, staff and guests.

## **UPDATES AND ANNOUNCEMENTS**

- Mr. DiSano reported that the 2010 the Tournament of Roses will be hosting two football games. The traditional January 1 Rose Bowl and the BCS National Championship on January 6, 2010. The teams playing in the BCS National Championship will be staying in Newport Beach. The A. team will be at the Fairmont Newport Beach hotel, the B. team at the Westin Hotel in costa Mesa, and all the Press at the Marriott Fashion Island in Newport Beach.
- Mr. Beek mentioned the 73<sup>rd</sup> annual Flight of the Lasers will be held on July 20<sup>th</sup> on Newport Bay.
- Councilman Henn reminded everyone that The Centennial Memorial dedication will occur at 9:30 am on Monday, July 21<sup>st</sup>, at McFadden Square.

## **DISCUSSION ITEMS**

1. Minutes of June 18, 2008

**Motion:** Brion Jeannette

**Second:** Robert Hawkins

**Vote:** Unanimous

2. **Presentation on the City's Traffic Signal Synchronization Program by Brad Sommers and Dave Webb of the Public Works Department**

Public Works is planning the installation of a new, modular traffic signal modernization to enhance overall system reliability, coordination, and reduce delay by an estimated 3 to 5 percent. The system will include video cameras and be linked to a traffic management center at City Hall. Video feed from the cameras will allow staff to make adjustments to signal times as events occur.

The total project consists of 8 phases at an estimated total cost of \$5.9 Million. The first phase will retrofit 22 traffic signals along portions of Coast Highway and MacArthur at a cost of \$1.36 Million. The second phase and third phases will be designed and constructed together, and include a total of 34 intersections along Jamboree and in the Airport Area. The cost of phases 2 and 3 will be supplemented by a \$500,000 grant from OCTA. Phases 4 through 8 have yet to be scoped.

Staff estimates the completion date for phase one including the Coast Highway and Iris pedestrian crosswalk to be November 2008. The crosswalk will feature a full traffic signal at Iris.

Jim Donnell commented that Fashion Island will likely see benefits from improving traffic in the area to increased sales tax revenue to the City. He also stated that he hoped the synchronization would improve traffic conditions associated with the Corona del Mar schools.

Staff clarified that the signal modernization would help reduce traffic flow delays from 3 to 5 percent citywide, and may help more in specific "hot spots", but that the traffic will not be going away.

The Mariner's Mile portion of Coast Highway is operated by CalTrans. In addition, what the cities of Costa Mesa and Irvine do with intersections in their cities affects traffic in Newport Beach. Councilman Henn reported that a Council committee was examining the possibility of acquiring the portion of Coast Highway which stretches from Jamboree to the Arches bridge from CalTrans. With ownership would come maintenance responsibilities/costs for this roadway section which would be significant.

Robert Hawkins inquired about traffic solutions for the new city hall site. Councilman Henn reported that a traffic expert's analysis of city hall on intersection at Avocado and San Miguel was small enough that an extension of Farallon was not necessary. Council chose not to prescribe traffic mitigation elements (e.g. medians) to the architects. Rather, the traffic expert's analysis served to give guidance to the architects.

Most of the traffic signals currently have pre-emption devices for emergency responders. Small areas of construction may be necessary for the traffic light synchronization, though most work will be confined to road shoulders. Staff has yet to decide the scope of phases 4 through 8; however, it is recognized that steps must be taken to reduce traffic congestion on the peninsula.

Remote staffing of the traffic management center can be done by logging into the system. Staff has not considered adding a traffic hotline for the center, as the police department usually informs staff of critical information.

### **3. Consideration for a Candidate for the At-Large position left vacant by Charles Unsworth's appointment to the Planning Commission**

Robert Hawkins nominated Jeff Cole to the at-large position, and Brion Jeannette seconded the motion. As the Committee has received more than one nomination, Sharon Wood suggested bringing the list before the Executive Committee for a recommendation and formal action at the next full Committee meeting. It was so moved by Craig Batley. Robert Hawkins then amended his original motion to allow the Executive Committee consider his nomination, and Brion Jeannette seconded.

### **4. EQAC Representative's Report**

Ken Drellishak reported that EQAC received an EIR from the Flood Control District for issues related to vegetation growing in the San Diego Creek bed. The Flood Control District's wants to clear the vegetation for purposes of flood control. The EIR also addresses the need to clean out the creek basins so that associated sediments do not build up in Newport Bay.

### **ITEMS FOR A FUTURE AGENDA**

None suggested

### **PUBLIC COMMENTS**

There were none.

### **ADJOURNMENT**

Vice Chairman McNamara called for the meeting to be adjourned at 8:56 AM.